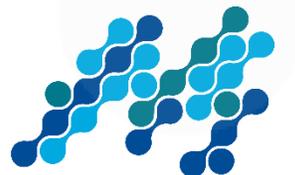


Gathering Place by the Waters

Dean Amhaus, President & CEO
Milwaukee, Wisconsin USA



THE WATER COUNCIL

500
BADGER WATER METERS
SOLD TO
KANSAS CITY MO.
By **BUILDERS MATERIAL SUPPLY CO.**

BUILDERS MATERIAL SUPPLY CO.

BOTH PHONES
MAIN 2605.

OFFICE NO 301
SCARRITT BLDG.

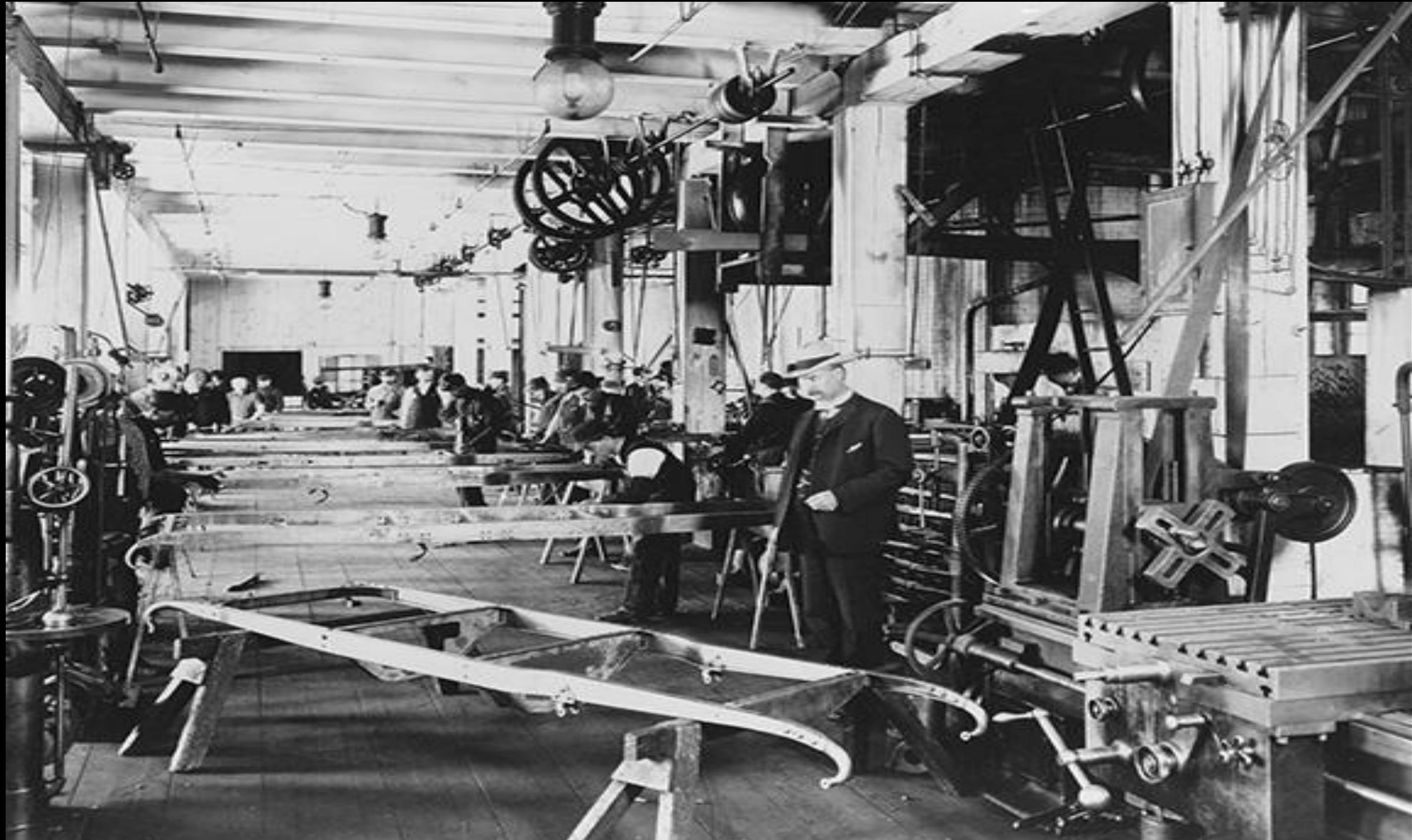


1905



2019









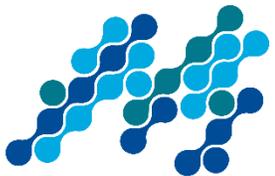
Water Academic Partners



Who is The Water Council?

Dedicated to solving critical global water challenges by supporting innovation in freshwater technology and driving new solutions to the industries that need them.

- Expanding Cluster and Global Influence
- Advancing Innovation
- Leading Stewardship Excellence



THE WATER COUNCIL

Water-technology related activity in relation to water stress

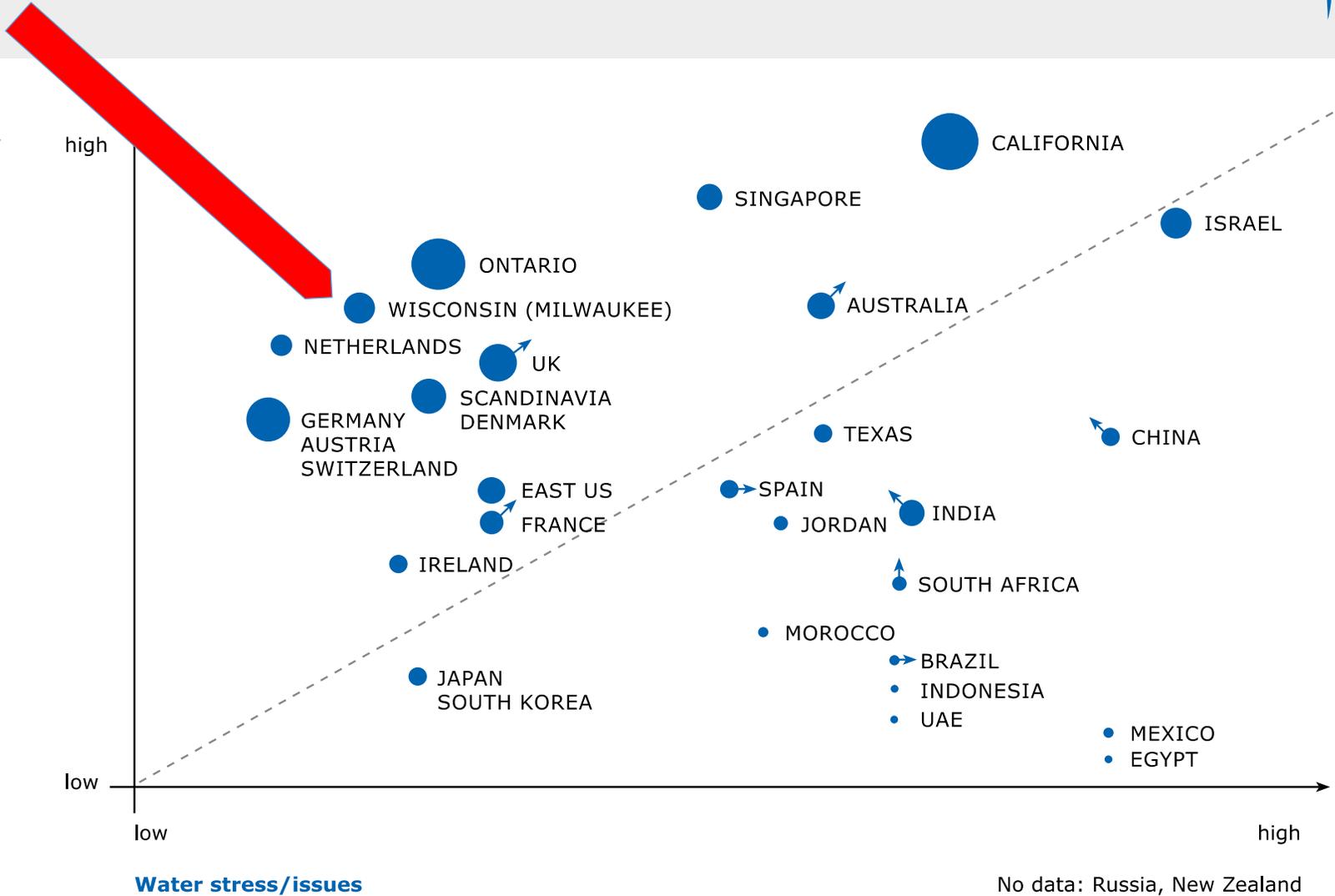


Water-technology related activity

- Start-ups
- Incubators
- Universities
- Foundations
- Clusters

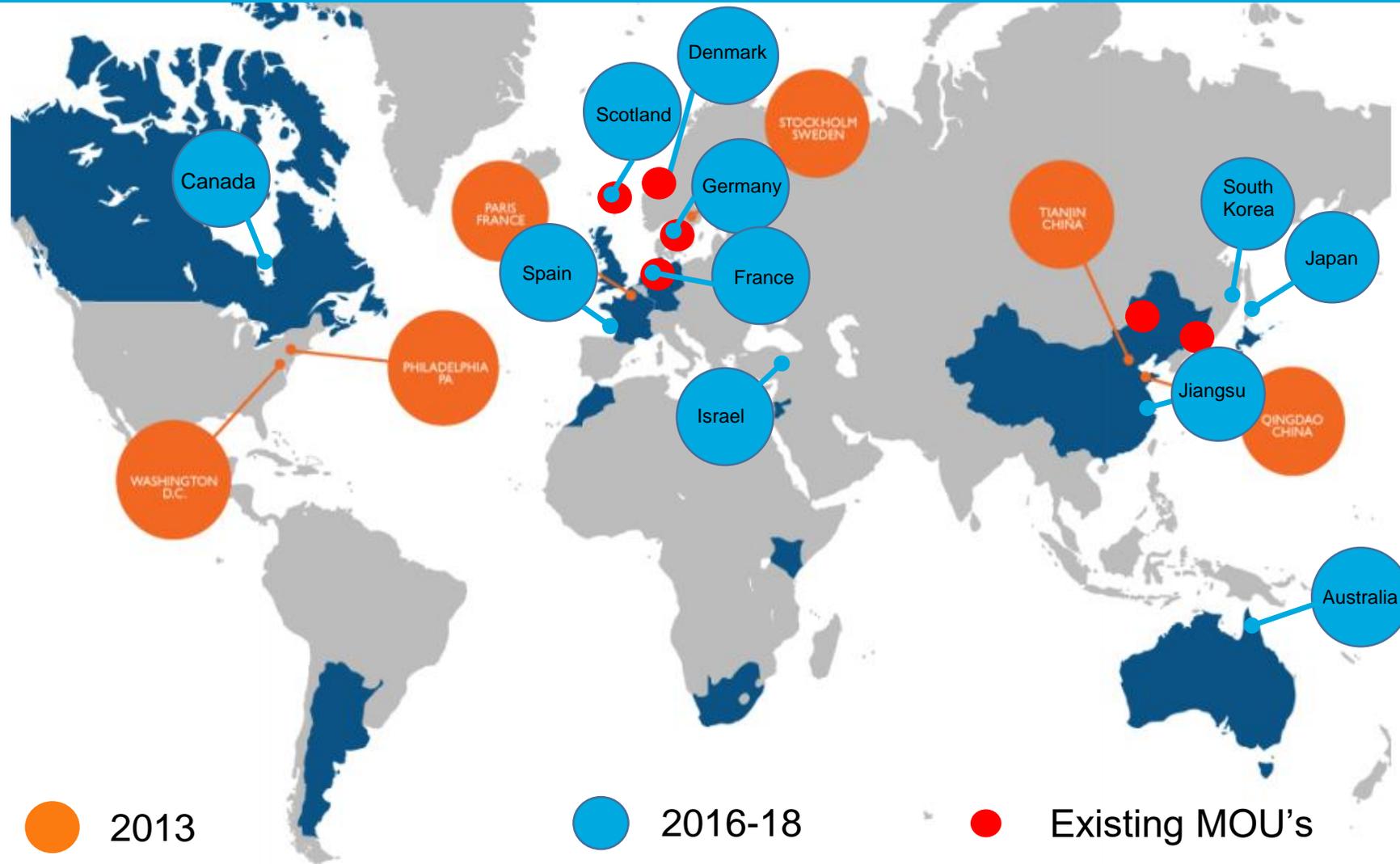
↗ Trend

● 100



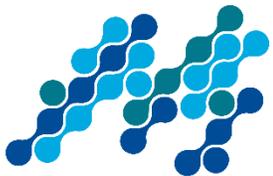
No data: Russia, New Zealand

Growth of International Activity



Strategic Programs – Entrepreneurs

- BREW Accelerator and BREW Corporate
- Pilot Program for technology demonstration
- Talent/Workforce partnerships
 - Jobs
 - Internships
 - Student Water Council Chapters
- Investment support and matchmaking (coaching and pitch assistance)



Strategic Programs – Corporate Innovation

- Matching industry needs to existing and emerging technologies
- Tech Challenge Competitions
- Evaluation by corporate sponsors
- Monetary award and/or other engagement



Alliance for Water Stewardship Partner Program of The Water Council



Matt Howard, Vice President Water Stewardship, The Water Council
& Director for the Alliance for Water Stewardship North America

Strategic Programs – Corporate Water Stewardship

- Alliance for Water Stewardship (AWS)
- International Water Stewardship Standard (AWS Standard)
 - Strategic framework for companies to mitigate water-related risk and create value from water-related opportunities
- Multi-sectoral: industry, agriculture, commercial
- Helps the bottom-line
- Farm and factory certification program



Alliance for Water Stewardship- North America

- AWS based in the UK; The Water Council runs AWS in North America
- Private sector informed, NGO endorsed process to mitigate water-related risks
- Market-based, voluntary solution to water challenges
- Third-party certification provides recognition and credibility for companies' water-related actions
- 150+ sites using the standard, certified sites in the US, Canada and Mexico
- FaB, petrochemical, high-tech and consumer products





ECOLAB®



Protecting nature. Preserving life.™



Coca-Cola®



Google



PEPSICO



AWS in Wisconsin

- MillerCoors MKE Brewery and Global Water Center are AWS certified
- Clear Water Farms
 - 2 farms including Miltrim (CAFO) to be certified
- Fund for Lake Michigan
 - 2 SMEs in Milwaukee – forge and chemical manufacturer
- UWM School of Freshwater Sciences
 - Semester course + facility working toward certification



AWS & Water Quality

- AWS Standard addresses water quality *and* quantity; improves WI water sources
- Companies optimize water use, improve efficiencies and productivity = social license to operate
- Moves farms and factories beyond regulatory compliance = state-level “credit” for AWS actions?
- Overall = competitive advantage for WI businesses



THANK YOU!



www.thewatercouncil.com
www.a4ws.org

